

Prospectus for:  
**A Unified Plan for a Livable, Innovative, Fiscally-Sound Tomorrow**

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## INTENT

The Unified Plan ("UP") will serve as the principal Strategic-Comprehensive/Master planning document for the Town of Wellesley. The UP will be based on broad community participation and input, and will articulate the core values of the community, establish a vision for the future, and set town-wide priorities, goals, and implementation strategies needed to advance them.

## GUIDING PRINCIPLE

Recognizing the interrelatedness between the purpose and elements of the Comprehensive/Master Plan and those of the Strategic Plan, along with the process for vision setting, data collection, public input, and the development of goals, objectives, and action steps, the Town intends to establish a consistent, unified visionary plan for the Town.

## SCOPE OF THE UNIFIED PLAN

Long-Range Vision & Mission: Establish a long-range vision for the Town from organizational, development, and human perspectives. Create mission and purpose statements for Town government describing government functions and services and for whom it provides those functions and services.

Goals, Objectives & Priorities: Establish broad community goals, objectives, and priorities related, but not limited, to the following: Future Development, Land Use, Housing (e.g. affordability, diversity, accessibility, character), Economic Development, Natural, Cultural & Historic Resources, Open Space & Recreation, Educational Opportunities, Community & Economic Diversity, Transportation & Accessibility, Community Health, Sustainability, Community Services & Programming, Facilities & Asset Planning, Financial Management Planning, and Government Efficiency, Innovation, Communication, Engagement, & Collaboration.

### Elements of Implementation Plan:

- Specific goals and objectives, including deliverables;
- Strategies for prioritizing and achieving goals and objectives, along with timelines and assigned responsibility;
- Recommended actions for coordinating and integrating board/department planning and objectives within Town-wide context;
- Process and procedures for integrating UP with Town's long-term financial and capital planning;
- Existing and anticipated financial constraints on ability to pursue objectives and how constraints will be addressed; and strategies for addressing unanticipated constraints;
- Metrics and timelines for assessing progress; and
- Requirements for annual updates and 5-year reports to Town Meeting.

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## PROCESS & TIMELINE

The Working Group will coordinate the advancement of the Unified Plan until the establishment of the Steering Committee.

- **2016 ATM:** Pursue full funding at Town Meeting.
- **June/July 2016:** Release RFP for Consultant.
- **July/August 2016:** Planning Board and Board of Selectmen engage Consultant;
- **Planning Board and Board of Selectmen appoint the initial members of a Steering Committee** to include one representative recommended from each Town board/committee. The initial members of the Steering Committee will select one Town Meeting representative from each precinct, and representatives of residential, commercial, educational, and institutional interests to also serve on the Committee. The Steering Committee will elect its own co-chairs. The Steering Committee, working directly with the Consultant, acts as steward in the development of the Unified Plan.
- **September 2016 – March 2018:** The public will be integrally engaged in all aspects of the development of the UP
- **September 2016 - February 2017:** Phase One & Two - Inventory & Assessment; Vision-Setting
- **2017 ATM:** Present Inventory & Assessment and Vision Report to Town Meeting
- **March-December 2017:** Phase Three - Goal Setting and Implementation Development
- **December 2017 to February 2018:** Present completed UP to Town boards/committees for Endorsement
- **February to March 2018:** Approval of UP by Board of Selectmen & Planning Board
- **2018 ATM:** Present UP to Town Meeting
- **Priorities identified in the UP factored into FY20 Budget**

## FUNDING

**Total Budget:** \$150,000

**FY16 Capital Budget Appropriation:** \$30,000

**FY17 CPC Appropriation:** \$60,000 *(to be used for planning activities associated with Open Space, Historic Preservation, Community Housing, and Outdoor Recreation; not to exceed 40% of total budget)*

**Remaining FY17 Capital Budget Appropriation:**  
\$60,000

## UNIFIED PLAN WORKING GROUP

**Ellen Gibbs**, Member, Board of Selectmen  
**Marjorie Freiman**, Member, Board of Selectmen  
**Deborah Carpenter**, Chair, Planning Board  
**Harriet Warshaw**, Member, Planning Board  
**Meghan Jop**, AICP, Deputy Executive Director  
[mjop@wellesleyma.gov](mailto:mjop@wellesleyma.gov)  
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For additional information: <http://bit.ly/1TwaYKI>